

ORDER

**KSNV**

Orders
Order / Rev: 107257
Alt Order #: 06859514
Product Desc: D.TARKANIAN FOR CONG
Estimate:
Flight Dates: 10/02/12 - 10/07/12
Original Date / Rev: 09/28/12 / 09/28/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Sandler-Innocenzi, Inc.
Buying Contact:
Billing Contact:
 705 Prince St.
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Tarkanian for Congress
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/07/12	42	\$26,525.00	\$22,546.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	42	\$26,525.00	\$22,546.25	0.00
Totals	42	\$26,525.00	\$22,546.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	30%	\$26,525.00
Market	100%	\$88,416.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	34%	\$30,061.67
KL VX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	15%	\$13,262.50
KTUD	1%	\$884.17
KVVU	17%	\$15,030.83
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$2,652.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/01/12	10/04/12	Wake Up Early w/ Wagners	CM	430a-5a	-TWT---	:30	3	\$100.00	2	0.00	NM	3	\$300.00
EARLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-TWT---			3		\$100.00		0.00				

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Advertiser: Tarkanian for Congress
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 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/01/12	10/04/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	-TWT---	:30	3	\$100.00	2	0.00	NM	3	\$300.00
EARLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-TWT---	3		\$100.00		0.00						
E 2	KSNV	10/01/12	10/05/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-TWTF--	3		\$450.00		0.00						
E 3	KSNV	10/01/12	10/05/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-TWTF--	4		\$700.00		0.00						
E 4	KSNV	10/01/12	10/05/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-TWTF--	3		\$900.00		0.00						
E 5	KSNV	10/01/12	10/05/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	-TWTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-TWTF--	3		\$425.00		0.00						
E 6	KSNV	10/01/12	10/05/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-TWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-TWTF--	3		\$325.00		0.00						
E 7	KSNV	10/01/12	10/05/12	Dr. Phil Dr Phil	CM	3-4p	-TWTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-TWTF--	2		\$450.00		0.00						
E 8	KSNV	10/01/12	10/05/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-5:00 PM)	-TWTF--	:30	5	\$725.00	1	0.00	NM	5	\$3,625.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-TWTF--	5		\$725.00		0.00						
E 9	KSNV	10/01/12	10/05/12	M-F Early News M-F Early News	CM	5-630p	-TWTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-TWTF--	3		\$1,200.00		0.00						
E 10	KSNV	10/01/12	10/05/12	FacetoFace/Ralston Report FacetoFace/Ralston Report	CM	730-758pm	-T-TF--	:30	5	\$900.00	1	0.00	NM	5	\$4,500.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-T-TF--	5		\$900.00		0.00						
E 11	KSNV	10/06/12	10/07/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----SS	1		\$1,100.00		0.00						
E 12	KSNV	10/07/12	10/07/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$350.00	1	0.00	NM	1	\$350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$350.00		0.00						
E 13	KSNV	10/06/12	10/06/12		CM	5:00- 6:00am	-----S-	:30	2	\$625.00	1	0.00	NM	2	\$1,250.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Nevada Newsmakers - CF											
				Nevada Newsmakers - Ch.3											
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	-----S-	2		\$625.00		0.00						
E 14	KSNV	10/06/12	10/06/12	News 3 Today - SATURDAY	CM	9am-930am	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
				News 3 Today - SAT											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	-----S-	1		\$500.00		0.00						
E 15	KSNV	10/07/12	10/07/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	1	\$350.00	1	0.00	NM	1	\$350.00
				News 3 Sunrise SUNDAY											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	-----S	1		\$350.00		0.00						
E 16	KSNV	10/07/12	10/07/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
				Sunday Today											
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	-----S	1		\$750.00		0.00						
E 17	KSNV	10/07/12	10/07/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.00	1	0.00	NM	1	\$200.00
				Sports Night in Las Vegas											
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	-----S	1		\$200.00		0.00						
													Totals	42	\$26,525.00